## **ABSTRACT**

## **RETROREFLECTIVE MATERIALS**

A backdrop or backdrop material for use in television and film studios/sets has a retroreflective ink applied thereto, the ink retroreflective elements in a polymeric matrix. The resulting backdrop has a retroreflectivity which remains substantially uniform from normal  $(0^{\circ})$  to high  $(60^{\circ}+)$  angles of incidence.